#1

[http://desktoppub.about.com](http://desktoppub.about.com/)

**Gestaltism: A Matter of Perception**

I think it’s imperative that we should use psychological techniques more in our designs.

I’m not saying design should be completely scientific or mathematical, but I do believe the best design comes when proven theory works in harmony with art.

The idea of the "gestalt" is a fairly old one, originating with early 20th century philosopher [Christian von Ehrenfels](http://en.wikipedia.org/wiki/Christian_von_Ehrenfels) along with his contemporary, psychiatrist [Max Wertheimer](http://en.wikipedia.org/wiki/Max_Wertheimer), among others.

At its simplest, **gestalt theory describes how the mind organizes visual data.** The stronger the clarity of form, the more effective the design.

#2

**What elements of your designs are you unintentionally over- or under-emphasizing as a result of a misuse of the principle of similarity?**

(This paragraph talked about how sometimes following “rules” of designs can lead to unwanted results…The famous McCain picture where the adopted daughter appeared to be unwanted)

#3

**Examples of the "Figure-Ground" Principle**



#4

<http://nhsdesigns.com/graphic/typography/styling-formatting.php>

The size range for body copy in a book or magazine article should be between 8pt and 14pt.

**Serif or Sans Serif?**

A serif font is easier to read over long passages (blocks of text) than a sans serif font. It is therefore often chosen for designs incorporating high quantities of body copy, such as novels and newspapers. However, a sans serif font is frequently perceived as being more modern.

Body copy should always be set in upper- and lower-case because the irregular shapes are rich with cues that improve legibility. Upper case (capital) letters are uniform in height and lack diversity of form, which impairs reading. upper-case text also consumes about a third more space than the equivalent in lower-case.

